



Planning a Course of Action

The planning process for Montana's Tourism & Recreation Industry's 2003-2007 strategic plan got off to a great start in October and November. Almost 400 Montanans participated in eight public meetings held across the state. The meetings were the beginning of the input process that will result in a draft vision for the five-year plan and form the basis for the plan's goals, objectives and expected results.

The Hingston Roach Group, the contractor hired to design, facilitate and produce the Montana Tourism & Recreation Industry's strategic plan, compiled all of the meeting comments for posting on Travel Montana's Intranet site. They have also provided a draft vision statement for public comment. If you were unable to attend the meetings, you can review the comments and submit your own on www.travelmontana.state.mt.us. The site also contains strategic plan leader Lorraine Roach's presentation on Montana's Tourism & Recreation Industry's current situation.

Here is a summary of the proposed strategic planning process timeline:

November/December: Draft vision statement presented for public comment.

December/January: Continue information gathering and analysis.

January: Develop draft goals/objectives and strategic plan framework.

February: Present draft materials to TAC and other planning partner organizations.

February/March: Refine objectives and develop actions.

March/April: Present draft strategic plan at 2002 Governor's Conference on Tourism and Recreation.

April/May: Refine strategic plan and solicit public comment on draft final plan.

June: Present final strategic plan to TAC and other planning partner organizations.

Winter Promotions Get a Lift

Travel Montana's consumer marketing program has put together some real "cool" magazine, television and Internet promotions for the 2002 season.

New this year is the fun and affordable EZ SKI and EZ RIDE 1-2-3 campaign. This learn-to-ski program, coordinated by the Montana Ski Areas Association, is being promoted by Travel Montana through various winter campaign components. In

early November, Travel Montana distributed 10,000 direct mail pieces announcing the program. Recipients were directed to Travel Montana's skimnt.com,

which has a special page dedicated to the EZ SKI/RIDE program. In addition, statewide radio ads will promote the program along with the website in early 2002.

PRINT The "Sure it's a little out of the way, but so is Heaven" campaign created last

year will be used for our 2002 magazine advertisements. While Travel Montana has cut back on insertions in ski publications, we have expanded our placement efforts in traditional magazines such as *Sunset*, *National Geographic Adventure* and *Travel Holiday*. Travel Montana will also be placing more directory advertisements. According to Consumer Marketing Manager Sarah Lawlor, directory ads perform particularly well for a fraction

of the cost. The publications we have

targeted include *USA Weekend*,

Atlantic Monthly and *Audubon* to

name a few. For the third

year in a row, the

November issues of *Ski* and

Skiing magazines featured a

special four-page section on skiing in Montana.

TV "This year avoid the crowds. Ski Montana" will be the message of our new winter pay-per-inquiry TV campaign. The ad will air on national cable networks. The goal of this campaign is to attract quality inquiries from across the country while offering visitors an alternative to skiing in Utah during the Olympics. All of our inquiries will be made available to Montana ski areas.

INTERNET Our winter web presence will reflect an increase in winter e-mail messages, e-newsletter sponsorship and search engine placement.

On the snowmobile front, we are entering into the fourth season of our successful tri-state snowmobile partnership with Idaho and Wyoming. This year visitors to our website, sledtherockies.org, will have the opportunity to win a six-day snowmobile adventure throughout the three states.

Did You Know?

- The Lewis and Clark Festival in Great Falls was named one of North America's 100 Best Events in 2002 by the American Bus Association.
- Travel Montana's web team is redesigning visitmt.com and wintermt.com. Details will follow in future Updates.

On the Trail with *Lewis & Clark*

Turn It On

A new Lewis and Clark educational video is now available. The 22-minute video highlights what today's visitor can discover as they retrace the Lewis and Clark Trail throughout Montana. The cost for the video (includes shipping/handling) is \$10. To place an order call Superhost Coordinator Jeri Mae Rowley at (406) 756-3674 or e-mail superhost@fvcc.cc.mt.us.

In the Right Direction

Are you interested in working as a local guide for a tour company that has a Lewis and Clark itinerary? If you answered yes, but lack current skills in various Lewis and Clark subject areas, you are invited to attend one or more one-day "Guide Workshops," January 28 - February 1, 2002, at the Lewis and Clark National Historic Trail Interpretive Center. To get details on the workshops go to the Lewis and Clark Bicentennial Commission website, www.montanalewisandclark.org, click on education, then professional development or call the Interpretive Center at (406) 727-8733.

Reading, Writing and Lewis and Clark

The Lewis & Clark Educator Resource Guide has been developed by Montana State University to give educators quality Lewis and Clark teaching materials. This easy-to-use 100-page guide lists existing Lewis and Clark curricula, videos and websites that can be used in the classroom. Copies of the guide are available for \$10 (includes shipping/handling). To download an order form visit www.montanalewisandclark.org, click on edu-

cation and then Lewis and Clark Curriculums or call (406) 994-1917.

Montana has BIG Plans for Tour Operators

Travel Montana made a big hit this year at the National Tour Association (NTA) conference in Houston, Texas, November 9-14. Acting Promotion Division Administrator Pam Gosink and Group Travel Specialist Marlee Iverson met with over 60 tour operators to showcase Montana's travel product. Travel Montana staff and over 25 Montana tourism service suppliers also hosted 70-plus tour operators at a successful "Montana Night" dinner/education event at Houston's Rainbow Lodge. For those of you interested in accessing the NTA leads log onto Travel Montana's Intranet site, travelmontana.state.mt.us in the programs section under Group Travel, marked National Tour Association; or e-mail marlee@visitmt.com or pam@visitmt.com or pick up the phone and call (406) 444-2654.

It's Never too Soon

Missoula CVB Director Amy Haggerty is showing her forward thinking and ability to plan ahead; she was the first person to register for the 2002 Montana Governor's Conference on Tourism and Recreation scheduled for West Yellowstone on April 18-19, 2002.

If you want to follow Amy's lead, Travel Montana's Intranet site has an electronic registration form available for downloading. The site also contains information about the 2002 conference, contact information for lodging

at our host facility, the West Yellowstone Conference Hotel, and other lodging and visitor service providers in West Yellowstone, as well as other conference details. The site address is travelmontana.state.mt.us.

Be on the lookout for more conference information in January 2002. If you did not receive Governor's Conference registration materials last year, but would like to be added to our mailing list, call 1-800-548-3390 ext. #2 or (406) 444-2654.

If you are interested in being a conference sponsor or exhibitor, contact Travel Montana's Sarah Lawlor, 1-800-548-3390 ext. #2 or e-mail sarah@visitmt.com.

Let's Get Reacquainted

Travel Montana is undertaking the task of updating our mailing lists. We will be sending out a short survey form in the next month asking you for your most current mailing information. The survey will also have a section to fill out if you are interested in receiving the monthly publication electronically. We appreciate your cooperation on this project.

*Alternative accessible formats of this document
will be provided to disabled persons on request.*

Calendar of Events

January

- | | |
|------|---|
| I | Happy New Year from Travel Montana |
| 8-II | "A Taste of Winter Adventure in
Yellowstone Country" media tour,
West Yellowstone |

*For all of the latest Montana tourism industry
information log on to Travel Montana's Intranet site:
travelmontana.state.mt.us.*



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